

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, JUNE 16, 2011
7:00 PM

1. CALL TO ORDER AND ROLL CALL

The meeting commenced at 7:06 p.m.

Present: Vice Chair Reeves. Commission Members: Dahlberg, McKean, and Robillard

Absent: Commission Members: Harrison, Richards, and Ryan

Vacancies: (2)

Staff: Eric Fonstein, Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of April 21, 2011

2.b. Minutes of the Regular Meeting of May 19, 2011

Due to lack of a quorum, approval of the minutes could not be acted upon. These items will be re-agendized for the next Regular Meeting.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Alameda Towne Centre presentation

Mr. Fonstein introduced Bradley Wick, General Manager of Alameda Towne Centre. Jamestown Properties purchased the center in January 2011. In April 2011, Jamestown hired Shelter Bay Retail Group to manage the center. Mr. Wick recapped his career in property management. Cornish & Carey is the leasing team. They are focusing on women's clothing tenants and eateries that are well known and more upscale. They want to make the center a destination for the entire Bay Area. Awnings

and tenant signage criteria will be upgraded. New way-finding signage will be installed very soon. The center is stepping up efforts to engage the community with a series of themed events and concerts. Marketing Director Marsha Harrison is working with the City and local community groups. The center is coming out with a new newsletter aimed at the community and promotional materials will be provided on the ferries. The center is also helping the City promote the July 13 LBNL community meeting.

Commission Member McKean asked what there would be besides women's fashions and eateries. Mr. Wick responded that the center does not want to lose sight of the local boutique operators like Modern Mouse or Color Me Mine. Operators like to co-tenant. The center is looking for a big and tall men's store. The center is looking at several proposals for the former Borders Books space. Commission Member McKean asked for the breakdown of national vs. smaller retailers. Mr. Wick's estimate was 50+ percent national and 10-20 percent local.

Vice Chair Reeves stated that both he and Commission Member McKean were on the board of directors of the Park Street Business Association and asked Mr. Wick if he had spoken with PSBA. Mr. Wick responded that he had a positive meeting with PSBA Executive Director Robb Ratto. Mr. Wick added that Park Street and the center complement each other. Mr. Wick stated that he is aware that people still call the center "South Shore" and they are evaluating that. Vice Chair Reeves asked if Jamestown Properties had a reputation as a "turn-around" company. Mr. Wick responded no, that the center is a long-term hold for Jamestown and that most projects are held a minimum of ten years.

Commission Member McKean asked if the center would consider running a shuttle bus from the ferries. Mr. Wick responded that he has thought about it.

Commission Member Dahlberg asked what level of revenue the center expected to realize. Mr. Wick responded that was proprietary information but did say that the tax base would increase. They could realize \$15-20 million gross annual revenue; however in this economy, centers still have to offer concessions such as free rent or tenant improvements.

Vice Chair Reeves asked if any new tenants have been signed under the new ownership. Mr. Wick responded that there were none to date.

The Commission Members thanked Mr. Wick for his presentation. This item was presented for information, only; no EDC action was requested.

6.b Sales tax quarterly report for the period ending December 31, 2010

Mr. Fonstein recapped the staff report provided in the agenda packet. He also distributed a copy of the City of Alameda sales tax update for Q4 2010. Commission Member McKean asked if the City had ever considered

a cooperative venture with the top 25 or 50 sales tax producers whereby the City would contribute a certain percent for every marketing dollar expended by the company. Mr. Fonstein responded no but it would be worth researching. This item was presented for information, only; no EDC action was requested.

6.c Lawrence Berkeley National Labs – second campus update

Mr. Fonstein gave the PowerPoint presentation. He also distributed copies of promotional materials for the July 13 community meeting and asked for the Commission Members' help in getting the petition cards signed.

Commission Member McKean asked how the City could offer free land if the Navy still owns the property. Mr. Fonstein responded that our proposal states that we will provide a ground lease until after conveyance. Commission Member McKean asked if a ground lease could survive a breakdown in the conveyance talks with the Navy. Mr. Fonstein responded that would be addressed in the development agreement. Commission Member McKean asked if there would be real estate disclosure issues resulting from potential lab uses. Mr. Fonstein responded that the lab works on clean energy programs, biofuels, and genome/life science research. LBNL should not be confused with Lawrence Livermore National Labs, which conducts classified research. Vice Chair Reeves stated that all public information should emphasize that LBNL is "not nuclear." This item was presented for information, only; no EDC action was requested.

6.d Consider the cancellation of the July 21, 2011 Regular Meeting

The Commission Members in attendance indicated that they would be in agreement with the cancellation of the July 21, 2011 Regular Meeting.

7. REPORTS

7.a. Report from Commission Member Robillard – EDC representative to the Webster Vision Implementation Committee

Commission Member Robillard reported that the committee had discussed:

- The need for a proposed amendment to allow for increased building height along certain portions of Webster Street.
- Concern regarding proposed wharf development at Alameda Landing and the potential impacts on Target.
- Concern over the number of vacancies at Neptune Plaza, especially the loss of the grocery tenant.
- The need to encourage the "Town and Gown" relationship with College of Alameda.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Mr. Fonstein distributed copies of the Council Referral Form from the June 6, 2011 City Council Meeting, which presented the strategy for developing a public engagement process for review of the City's commissions. The EDC can expect a presentation from the Finance Department in August or September.
- Mr. Fonstein gave an update regarding the State budget. The status of Redevelopment is still inconclusive.

10. ADJOURNMENT

The meeting concluded at 8:25 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary